

**CDBG Success Story Template**  
**Celebrating the 40<sup>th</sup> Anniversary – 1974-2014**

**Grantee Name:** City of Burlington – Community and Economic Development Office

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**Name of Project:** Dealer.com

**Type of Project:** Economic Development – Commercial Infrastructure

**Area Served:** Urban

**Primary Beneficiary/Category:** Job creation in a low/mod income area

**General Project Information:**

- a) Amount of CDBG funds: \$50,000
- b) Year that activity was funded: 2007
- c) Project Start Date: 2007
- d) Project Completion Date: 2008

**Sources of leverage: Were other funds, besides CDBG, leveraged for this project?**

- a) Yes X No \_\_\_\_\_
- b) If any, list other sources, amounts and uses of funding, please include in-kind contributions:
- c) \$2,500,000 private sources (for Dealer.com side of the building)
- d) What was the total project cost including CDBG and leveraged funds?  
\$5,000,000

**Other Partners:**

Names of sub-recipients/non-profits involved with this project:

Dealer.com – private business

Lake Champlain Chocolates – private business

Specialty Filaments – private business

Public departments and agencies involved with this project:

Community and Economic Development Office - CEDO

Other key players who contributed to the project (lenders, schools, business owners, elected officials)?

## **SUMMARY OF SUCCESS STORY:**

Please provide a general summary of the project. Some suggestions are listed below—you do not need to answer these specific questions.

In 2006, Dealer.com was a growing business of about 120 people packed into small spaces in the Maltex Building along Burlington, VT's growing industrial corridor – Pine Street. Dealer.com was growing rapidly, in a sector Burlington was not known for – the tech sector. They wanted to stay in Burlington as they expanded rapidly, but were having trouble finding a space and navigating the permitting process in Burlington. Burlington's Community and Economic Development Office (CEDO) worked closely with Dealer.com to identify new space, practically across the street – a vacant warehouse that had previously held Specialty Filaments, a small manufacturer that made the bristles on toothbrushes, among other things. CEDO helped Dealer.com and Lake Champlain Chocolates, another growing business in the corridor, buy separate halves of the vacant building. Using CDBG, CEDO was able to offer Dealer.com a grant of \$50,000 which went toward the purchase price of their half of the building - \$2,550,000. CEDO also then helped navigate them through the permitting process with a local developer. Lastly, since they were growing so fast, they were having trouble finding skilled workers to fill their open positions, so CEDO helped create a partnership with Vermont HITEC (Healthcare and Information Technology Education Center,) which helped train 29 locals to be able to succeed in the new jobs.

Today, Dealer.com has expanded in the Champlain Chocolates space and employs over 600 people. In December 2013, Dealer.com was sold for over \$1 billion dollars. The company continues to grow in Burlington and has been a major factor in the transformation of Pine Street to a major employment corridor. Without the assistance of CEDO and CDBG, Dealer.com may never have become the company it is today.

## **DOCUMENTATION:**

Please include hyperlinks and/or photos, video clips, news media coverage, and/or statistics summarizing your success or other tangible materials to help further illustrate your story.

<http://www.dealer.com/company/>

<http://www.burlingtonfreepress.com/article/20131219/BUSINESS/312190034/Burlington-Vermont-Dealer-com-sold-to-auto-dealer-financial-software-provider-Dealertrack>

<http://www.wcax.com/story/6547432/burlington-company-to-restore-historic-building>

<http://www.wcax.com/Global/story.asp?s=9883570&clienttype=printable>

